IN THE CLAIMS

Claims 1-71 (Canceled).

72. (Original) A method for treating cancer of the bladder comprising:

contacting the luminal surface of the bladder with a pretreatment composition

comprising a transduction enhancing agent; and

subsequently contacting the luminal surface of the bladder with a composition comprising an oncolytic virus;

wherein the transduction enhancing agent has the following general formula (I) or the following general formula (II):

$$R^2OH_2C$$
 HO
 X
 R^1
(II)

wherein X is a sulfur or oxygen atom, each R² is independently hydrogen or a moiety represented by:

and R1 represents an alkyl or alkenyl group; and

wherein the luminal surface of the bladder is contacted with the pretreatment composition for at least 10 minutes.

- 73. (Original) The method of Claim 72, wherein R¹ comprises at least 12 carbon atoms.
 - 74. (Original) The method of Claim 72, wherein each R² is hydrogen.
- 75. (Original) The method of Claim 72, wherein the transduction enhancing agent has the chemical formula:

wherein n is a positive integer.

- 76. (Original) The method of Claim 75, wherein n is 11 or greater.
- 77. (Original) The method of Claim 75, wherein n is 11.
- 78. (Original) The method of Claim 77, wherein the pretreating composition comprises about 0.025 to about 0.4 % by weight of the transduction enhancing agent.
- 79. (Original) The method of Claim 72, wherein the luminal surface of the bladder is contacted with the pretreatment composition for at least 20 minutes.
- 80. (Original) The method of Claim 79, wherein the luminal surface of the bladder is contacted with the composition comprising the oncolytic virus for 15 minutes or less.
- 81. (Original) The method of Claim 79, wherein the luminal surface of the bladder is contacted with the composition comprising the oncolytic virus for 10 minutes or less.
- 82. (Original) The method of Claim 72, wherein the transduction enhancing agent has the chemical formula:

wherein n is a positive integer.

- 83. (Original) The method of Claim 72, wherein the oncolytic virus is an oncolytic adenovirus.
- 84. (Original) The method of Claim 83, wherein the oncolytic adenovirus is CG8840.
- 85. (Original) The method of Claim 72, wherein the oncolytic virus composition comprises at least 4×10^{10} viral particles.
- 86. (Original) The method of Claim 72, wherein the transduction enhancing agent has the chemical formula:

where R1 represents an alkyl or alkenyl group.

87. (Original) The method of Claim 86, wherein R¹ is represented by:

$$H_3C$$
 \leftarrow $\begin{pmatrix} H \\ C \\ H \end{pmatrix}_{10}$

88. (Original) A method of treating cancer of the bladder comprising:

contacting the luminal surface of the bladder with a pretreatment composition comprising a transduction enhancing agent having a structure represented by the following general formula (I) or the following general formula (II):

$$H - C + H + O - SO_3 - Na^+$$
(I)

$$H = \begin{pmatrix} H & H \\ C & H \\ C & H \\ C & H \\ C & H \\ X \end{pmatrix} \times SO_3 \cdot Na^+$$
 (II)

wherein x is a positive integer; and

subsequently contacting the luminal surface of the bladder with a composition comprising an oncolytic virus;

wherein x is at least 11; and

wherein the oncolytic virus composition comprises at least 4×10^{10} viral particles.

- 89. (Original) The method of Claim 88, wherein x is 11.
- 90. (Original) The method of Claim 89, wherein the transduction enhancing agent has a structure represented by the general formula (I).
- 91. (Original) The method of Claim 90, wherein the pretreatment composition comprises about 0.1 wt.% of the transduction enhancing agent.
- 92. (Original) The method of Claim 88, wherein the oncolytic virus is an oncolytic adenovirus.
- 93. (Original) The method of Claim 92, wherein the oncolytic adenovirus is CG8840.

94. (Original) A composition comprising:

a transduction enhancing agent; and

an oncolytic virus;

wherein the transduction enhancing agent has a structure represented by the following general formula (I) or the following general formula (II):

$$H \longrightarrow \begin{matrix} H \\ C \\ H \\ C \\ H \end{matrix} \begin{matrix} H \\ C \\ H \\ X \end{matrix} \begin{matrix} SO_3 \\ Na^+ \end{matrix}$$
 (II)

wherein x is a positive integer; and

wherein the concentration of the transduction enhancing agent is less than 0.025 wt/% of the composition.

95. (Original) A method for treating cancer of the bladder comprising contacting a luminal surface of the bladder with the composition of Claim 94.